



We have developed a ***"Business Essentials"*** series of **free** workshops to offer training on core business topics regularly throughout 2012 and 2013.

Every workshop starts at **9:00 am – 3:00 pm**. Call Carol **261-3200** to reserve a **free** seat and for a **free** lunch.

### **Start-up Essentials -**

#### **James L. Zimmerman Jr., Instructor**

Jim is the owner of Selway Business Consulting. James grew up with an entrepreneur father who exposed him to the business world and gave him early experience. James graduated from the prestigious Saint Ignatius College Preparatory in San Francisco, CA and earned his Eagle Scout before joining the Army in 1993. After honorably completing his first tour in the Army, James earned a BA in Political Science degree from the University of Montana. Following 9/11, James deployed overseas on multiple occasions in the Army. James returned to the University of Montana and earned a Masters of Business Administration. Currently James is following his father's entrepreneurial spirit. James currently owns two small businesses and is involved in many others. James is very active in many civic, veterans, business, and local charitable organizations.

The instructor walks the entrepreneur through the nuts and bolts of starting your own business, including legal entity selection, taxes (sales, use, and payroll), liability protection, registering your trade name, and more. This workshop will help save time and stress by helping the attendee to determine which agencies to contact along with the forms they will need, and by providing the information necessary to make key decisions before completing their paperwork. You will receive a packet containing reference materials and forms you will need to get your business started right away.

September 17<sup>th</sup> – Ronan, Lake County Community Development, 407 Main Street 406-676-5901

September 18<sup>th</sup> – Thompson Falls, 2519 Industrial Way, Elks Lodge 406-827-7770

September 19<sup>th</sup> – Plains, First Security Bank, 510 W. Railroad Ave. 406-826-2000

September 21<sup>st</sup> – Superior, Superior Chamber of Commerce, 100 2<sup>nd</sup> Ave. East 406-822-4891

## **Business Plan Essentials**

### **Chris Parson, Instructor**

Chris is the Director of the SBDC in Kalispell. Chris has been with the SBDC since 2009. He holds a Bachelor's Degree in Economics from Montana State University in Bozeman. Chris spent almost 10 years in the United States Marine Corps, building a strong connection to helping Veteran-owned businesses. Chris' areas of expertise include leadership, management, strategic planning and finance.

Complete or refine your business plan, with an emphasis on understanding your market and developing financials. Each business plan component will be explained, along with information about additional resources that will be helpful in completing each section. This is for any entrepreneur, especially for those seeking funding or in the early stages of their business growth.

October 15<sup>th</sup> – Ronan, Lake County Community Development, 407 Main Street 406-676-5901

October 16<sup>th</sup> – Thompson Falls, 2519 Industrial Way, Elks Lodge 406-827-7770

October 17<sup>th</sup> – Plains, First Security Bank, 510 W. Railroad Ave. 406-826-2000

October 19<sup>th</sup> – Superior, Superior Chamber of Commerce, 100 2<sup>nd</sup> Ave. East 406-822-4891

## **Financial Projections Essentials**

### **Chris Parson, Instructor**

Chris is the Director of the SBDC in Kalispell. Chris has been with the SBDC since 2009. He holds a Bachelor's Degree in Economics from Montana State University in Bozeman. Chris spent almost 10 years in the United States Marine Corps, building a strong connection to helping Veteran-owned businesses. Chris' areas of expertise include leadership, management, strategic planning and finance.

This Workshop is on Financial Management for Small Businesses: This workshop will assist business owners in their preparation to pitch their business plans to bankers when seeking financing. Presented on the topics Essential Bookkeeping Tools and Preparing Financial Projections.

November 12<sup>th</sup> – Ronan, Lake County Community Development, 407 Main Street 406-676-5901

November 13<sup>th</sup> – Plains, First Security Bank, 510 W. Railroad Ave. 406-826-2000

November 15<sup>th</sup> – Thompson Falls, 2504 Tradewinds Way (State Building) 406-827-6935

November 16<sup>th</sup> – Superior, Superior Chamber of Commerce, 100 2<sup>nd</sup> Ave. East 406-822-4891

### **Microsoft Excel Spreadsheet Essentials**

#### **Allison McCarthy, Instructor (need Bio)**

This workshop is absolutely the fastest and most effective way to become comfortable with Microsoft Excel. The instructor will combine all the most useful concepts. The student will learn how to create their own spreadsheets, how to use formulas and functions, and will solve common spreadsheet-related problems.

December 11<sup>th</sup> – Ronan, Lake County Community Development, 407 Main Street 406-676-5901

December 12<sup>th</sup> – Thompson Falls, 2504 Tradewinds Way (State Building) 406-827-6935

December 13<sup>th</sup> – Plains, First Security Bank, 510 W. Railroad Ave. 406-826-2000

December 14<sup>th</sup> – Superior, Superior Chamber of Commerce, 100 2<sup>nd</sup> Ave. East 406-822-4891

### **QuickBooks Essentials**

#### **Tammy Skogen, Instructor**

This workshop covers the purpose of accurately maintaining financial records for your business; how to maintain a bookkeeping system on your own; the computerized bookkeeping QuickBooks; the cash vs. accrual method and many other related topics. Learn the basic uses and features of QuickBooks including: setting up & getting started, working with QuickBooks list and bank accounts, entering sales, invoices and receiving payments, creating reports, graphs and analyzing financial data. • Create Vendors and Invoices • Determine Cash Flow • Learn AP and AR

January 14<sup>th</sup> – Ronan, Lake County Community Development, 407 Main Street 406-676-5901

January 15<sup>th</sup> – Thompson Falls, 2504 Tradewinds Way (State Building) 406-827-6935

January 16<sup>th</sup> – Plains, First Security Bank, 510 W. Railroad Ave. 406-826-2000

January 18<sup>th</sup> – Superior, Superior Chamber of Commerce, 100 2<sup>nd</sup> Ave. East 406-822-4891

## **Marketing and Social Media Plan Essentials**

### **James L. Zimmerman Jr., Instructor**

Jim is the owner of Selway Business Consulting. James grew up with an entrepreneur father who exposed him to the business world and gave him early experience. James graduated from the prestigious Saint Ignatius College Preparatory in San Francisco, CA and earned his Eagle Scout before joining the Army in 1993. After honorably completing his first tour in the Army, James earned a BA in Political Science degree from the University of Montana. Following 9/11, James deployed overseas on multiple occasions in the Army. James returned to the University of Montana and earned a Masters of Business Administration. Currently James is following his father's entrepreneurial spirit. James currently owns two small businesses and is involved in many others. James is very active in many civic, veterans, business, and local charitable organizations.

Break your marketing plan down into its core elements, including identifying your market niche, developing a marketing strategy and determining a marketing budget. Each component of the marketing plan will be discussed in detail, and attendees will receive several worksheets to help crystallize key portions of the plan.

February 18<sup>th</sup> – Ronan, Lake County Community Development, 407 Main Street 406-676-5901

February 19<sup>th</sup> – Thompson Falls, 2504 Tradewinds Way (State Building) 406-827-6935

February 20<sup>th</sup> – Plains, First Security Bank, 510 W. Railroad Ave. 406-826-2000

February 22<sup>nd</sup> – Superior, Superior Chamber of Commerce, 100 2<sup>nd</sup> Ave. East 406-822-4891

